



8 essential, data-driven solution areas for leaders

Maximizing business value with data



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INTRODUCTION

Data is at the center of every application, process, and business decision—it's the fuel for innovation and business growth. Advanced analytics, machine learning (ML), artificial intelligence (AI), and now generative AI have put a renewed emphasis on extracting value from data.

But harnessing the value of your data isn't easy. Managing diverse use cases, data types, and evolving needs requires more than a single database, data lake, warehouse, or business intelligence service. It requires thinking holistically and understanding how to make your data work together so you can put it to work for your organization.

We encourage you to look first at the problem area you want to address and the outcomes you want to achieve. From there, work backward to understand how you can use data and AI to drive results in the targeted area. The eight solution areas covered here offer prime opportunities to use your data to transform functions and capabilities across your organization.



Mastering customer obsession with end-to-end data visibility

Today, customers have countless options to discover, browse, and engage with brands. And their expectations are at an all-time high.

To break through the noise and offer real value, you must first get a holistic view of your customers using data and AI—and then provide them with hyper-personalized experiences across all channels.

Priority industries

- Retail and consumer packaged goods
- Healthcare and life sciences
- Media and entertainment
- Advertising and marketing
- Travel and hospitality
- Financial services

Leadership areas

- Marketing
- Customer experience
- Contact centers
- Data products

Needs met

- **Robust customer data platform (CDP):** Create a precise, real-time, and persistent view of your customer
- **Data partnerships:** Enrich customer profiles with second- or third-party data and collaborate effectively with data partners
- **Personalization:** Create competitively differentiated customer experiences

Bottom line

Use data to gain a 360-degree view of each customer to drive audience segmentation, ad targeting, and attribution and offer personalization at scale. The more you can meet, anticipate, and exceed customer expectations, the greater loyalty and lifetime value you can generate.



Create unified customer profiles.

Build your own CDP on Amazon Web Services (AWS) to unify first-party data along the customer journey—and create a 360-degree view of your customers. Continuous innovation in AWS services can further enhance the capabilities of your CDP, while comprehensive data governance and management tools help maintain data quality and consistency.

Collaborate using data clean rooms.

Organizations need a secure and effective way to share data and collaborate with their partners. [AWS Clean Rooms](#) helps customers and their partners easily and securely collaborate, analyze, and build ML models using their collective data sets—without sharing or copying one another’s underlying data or revealing sensitive information to each other.

Offer personalized customer experiences.

Improve customer engagement and conversion by creating personalized content and experiences with AWS. [Amazon Personalize](#) integrates personalized recommendations into existing websites, applications, email marketing systems, and more; and [Amazon Bedrock](#) allows you to build generative AI applications that personalize content and conversations based on your customer’s needs.

“According to a report by Adobe, 72% of global consumers believe that Generative AI will improve their customer experience. Generative AI is instrumental in delivering a high level of personalization across various channels.”¹

¹ [“Generative AI And The Art Of Personalization,”](#) Forbes, November 13, 2023



Salesforce’s Data Cloud is a CDP that helps companies unify data and deliver experiences that adapt to customer behaviors and needs in real time. All at hyperscale.

To give marketers the detailed view of customers they need to deliver personalized experiences and improve business outcomes, Salesforce built the CDP using a variety of AWS data services backed by ML and generative AI—including [Amazon Relational Database Service](#) (Amazon RDS), [Amazon DynamoDB](#), and [Amazon EMR](#).

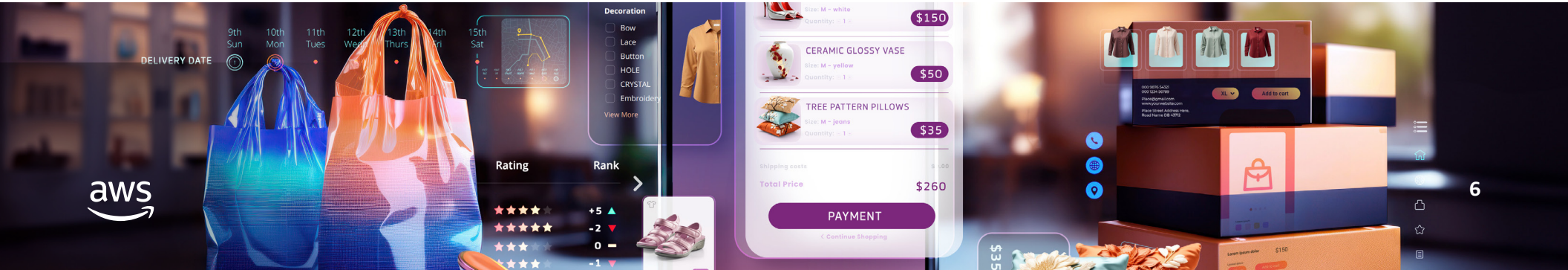
Salesforce is expanding its strategic partnership with AWS to make it easier for customers to seamlessly and securely manage their data across Salesforce and AWS. Salesforce Data Cloud will expand to support data sharing across AWS services, allowing customers to easily and seamlessly unite all their data to support improved and faster insights and predictions.²

² [“Salesforce and AWS Expand Partnership for Customers to More Easily Build Trusted AI Apps, Deliver Intelligent, Data-Powered CRM Experiences, and Bring Salesforce Products to AWS Marketplaces,”](#) Salesforce News & Insights, November 27, 2023

“We’ve seen a broad adoption, from the largest pharmaceutical companies to banks to pizza stores... We’ve even seen one pizza chain find a 30% uplift (ROI) in the coupons it sends—‘Oh, this person likes pepperoni? Let’s personalize their experience with our brand based on these real-time insights and send them what they most want and need.’”

Muralidhar Krishnaprasad
EVP of Engineering, Salesforce

[Read the full customer story ›](#)



CHAPTER 2: SUPPLY CHAIN TRANSFORMATION

Achieving supply chain excellence with an end-to-end data foundation

By 2026, Gartner predicts that more than 50 percent of supply chain organizations will use ML to augment their decision making capabilities.³

As supply chains continue to expand, they're also becoming more complex and disparate. Modern supply chains require a unified view of customer orders, inventory status, purchase orders, supplier shipments, and more. That data then needs to be analyzed to understand how any changes might impact delivery to customers or operational efficiency.

At the same time, end consumers demand more selection, on-demand delivery of goods and services, improved sustainability, and ethical vendor behavior.

The need for data-driven supply chain transformation is becoming more apparent than ever. Unify supply chain data and apply advanced analytics, business intelligence, and AI/ML using data lakes and data warehouses built on AWS. And get insights and predictions you can use to bring agility and connectivity to your supply chain.

Priority industries

- Automotive
- Industrial
- Manufacturing
- Retail and consumer packaged goods

Leadership areas

- Supply chain
- Fulfillment
- Logistics
- Finance
- Operations

Needs met

- **Unlock supply chain intelligence:** Gain end-to-end visibility of your supply chain and get ML-driven insights
- **Deliver on customer promises:** Improve the accuracy of your supply chain forecasting
- **Build resilient supply chains:** Identify patterns in data to assess potential issues and mitigate disruptions

Bottom line

Move quickly to bring agility, connectivity, and sustainability to the forefront of your supply chain with AWS.



³ ["The Rise of the Ecosystem – and 4 More Supply Chain Predictionsn,"](#) Gartner, January 11, 2022



The Port of Vancouver needed to overhaul the container examination process for Canada's Western Gateway, a trade and logistics corridor. Due to a prevalence of manual processes—and operations distributed across multiple organizations—reliable data was lacking.

Without clear visibility and insight into ground operations, the container inspection process had become inefficient and costly. In partnership with AWS and Deloitte, the Port of Vancouver is developing a new class of insights on its physical operations using AWS Panorama to help:

- Identify and track containers
- Feed real-time data into its blockchain system
- Assign costs properly
- Identify efficiency improvement opportunities

[Read the full customer story >](#)

Create end-to-end visibility.

Offer a unified view of your supply chain with [AWS Supply Chain](#). Gain clear visibility across your entire supply chain, make informed decisions powered by ML, mitigate risks, and reduce operational costs.

Improve demand forecasting and operations planning.

Set up forecasting to predict retail inventory demand and enhance your supply chain planning. [Amazon Forecast](#) uses ML models to generate more accurate demand forecasts—without the need for prior ML expertise.

Improve productivity.

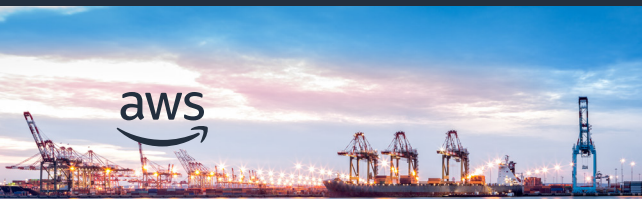
Automate supply chain processes with AI and ML to free up your teams for more critical tasks. Using services like [AWS Panorama](#), for example, you can track and optimize your operations—and quickly locate items.

Create supply chain resiliency.

Analyze all your supply chain data for better planning, risk analysis, and execution. Using third-party data sources, such as economic indicators and travel restrictions, can help you predict and mitigate disruptions. Enhance your supply chain risk prediction using our third-party data integration services, such as [AWS Data Exchange](#), to access a vast array of third-party datasets.

Maximize the power of your supply chain data with generative AI.

Generative AI, capable of analyzing vast amounts of data and using it to create content, offers significant opportunities to enhance supply chain operations. It can optimize strategies and resource allocation; extract vital insights from large data sets; and help refine forecasting, demand planning, and distribution. Also, generative AI tools can be predictive and help to produce risk evaluations, scenario simulations, and proactive risk mitigation strategies for supply chain planners. [Amazon Bedrock](#) offers the easiest way to build generative AI applications using popular foundation models (FMs) and customizing them on your supply chain data.



CHAPTER 3: DATA-DRIVEN DECISION MAKING

Faster, smarter decision making across your entire organization

The power of data is undeniable. But your data alone is worthless.

As the volume of data surges across industries, the need for real-time insights to drive critical business decisions is more important than ever.

According to PwC, highly data-driven organizations are three times more likely to report significant improvements in speed and quality of decision making than those who rely less on data.⁴

To extract value from your data, you must be able to transform it into clear, accurate—and easily accessible—business insights. Drive confident decision making across your organization using AWS to gather, manage, use, and act on your trove of data.

Priority industries

- Industrial and manufacturing
- Healthcare and pharmaceuticals
- Media and entertainment
- Financial services
- Healthcare
- Gaming

Leadership areas

- Data strategy and analytics
- Business strategy and operations
- Data products
- Marketing
- Finance
- Customer success

Needs met

- **No more data silos:** Give employees the power to quickly access, share, and collaborate on data, with unified data accessible across your organization on AWS
- **Real-time business intelligence:** Empower business users to make decisions with data, right when they matter most
- **End-to-end data governance:** Govern and share data more broadly across the organization, using cloud-based tools to catalog, discover, share, and govern data stored across AWS, on premises, and third-party sources

Bottom line

Give people and applications across your organization the data they need to make informed decisions that create value and drive business outcomes.





Eliminate data silos.

Facilitate flexible, seamless data sharing and access across business units by unifying data across your organization with AWS. When the right people have access to the right data, you can align business outcomes with data-driven insights.

Propel real-time decision making.

Free your teams from the heavy lifting required to create data pipelines. AWS has built [zero-ETL](#) (extract, transform, load) integrations between our services to make it easier and faster to do analytics, business intelligence, and ML without the need for individuals to delve into the complexities of ETL.

Strengthen data security and governance.

Move faster and empower users with the right information at the right time. Gain precise control over where your data sits, who has access to it, and what can be done with it at every step of the data workflow using [Amazon DataZone](#).

Empower business users with BI.

Make data-driven decisions on a larger scale and at a faster pace. Give employees easy access to the insights, analytics, reporting, and visualizations they need to make data-driven decisions using [Amazon QuickSight](#), a unified cloud-based business intelligence (BI) service.

Foster a data-driven culture.

Drive data literacy across your organization and embrace new architectures using AWS services to make actionable insights easily available for everyday actions. Unlock the full potential of your data by expanding data-driven decision making across all corners of your business.

Booking.com

The world's largest online travel site, Booking.com, uses its data to rapidly develop everything from personalized trip planners to review translations using AWS data services. Its ability to capture insights with AI/ML has inspired more than 40 product ideas.

[Watch the full customer story ›](#)

“AWS is a key player for us because it can get us to a point where we can start building products on top of [AWS] services... Being able to have an idea, to do a proof of concept, and then being able to push that idea into production much, much faster and being able to iterate on that—we can learn from data how customers are interacting with this new product and improve it over time.”

Milovan Milovanovic
Senior Director, Big Data Technologies at Booking.com

Innovating faster with intelligent applications that evolve with customer needs

When it comes to modernizing applications, these four objectives should be top of mind:

1. Building experiences that better support customers
2. Creating new revenue streams
3. Gaining a competitive advantage
4. Optimizing costs

For success, it's critical to build applications that are scalable, intelligent, high performance, agile, and always relevant. Build a robust data foundation to power your data-intensive applications, including generative AI applications that drive revenue, cut costs, and improve customer experience.

Priority industries

- Financial services
- Healthcare and pharmaceutical
- Advertising and marketing technology
- Media and entertainment

Leadership areas

- Data strategy and analytics
- Business applications
- Data products
- AI and digital transformation

Needs met

- **Cloud-first:** Build applications to run in the cloud so they benefit from its scale, flexibility, reliability, and security
- **Composable:** Scale and independently deploy application components with a microservices architecture
- **Responsive:** Ensure an excellent user experience across various devices and interfaces with adaptive design
- **Interoperable:** Ensure compatibility and integration capabilities with other systems and platforms
- **Intelligent:** Use advanced technologies like AI/ML or generative AI to help make your applications smarter

Bottom line

Move your applications to the cloud so you can innovate faster and evolve with customer needs.



Running over 2.8 million databases and serving tenants with up to 25,000 users, Atlassian is expanding its customer base using a scalable, cloud-based solution built on AWS. Services like Amazon RDS and Amazon Aurora helped Atlassian scale its workplace productivity software, meet security and compliance requirements, and focus on customer growth.

[Read the full customer story >](#)



Modernize application infrastructure.

Build applications with flexible, microservice-based architecture using AWS infrastructure. AWS offers eight purpose-built database engines, each uniquely designed to provide optimal performance for your applications. For instance, Amazon DynamoDB is a fully managed, serverless, key-value NoSQL database designed to run high-performance applications at any scale. It delivers apps with consistent single-digit millisecond performance, nearly unlimited throughput and storage, and automatic multi-region replication. Over a million customers use DynamoDB.

Develop new solution areas with low-code technologies.

By 2025, Gartner predicts that 70 percent of new applications will use low-code or no-code technologies.⁵ Empower your teams to generate accurate predictions without prior ML experience or coding. Use [Amazon SageMaker Canvas](#), for example, to build a visual point-and-click interface for data preparation, analysis, and building ML models.

Build and power generative AI applications.

Confidently build and scale applications with enterprise-grade security and generative AI capabilities using Amazon Bedrock. No coding required. Generative AI applications need databases that can store, index, retrieve, and search vector embedding or numerical representations of unstructured data such as text, images, and audio. AWS offers vector capabilities into its popular databases, including [Amazon Aurora](#), [Amazon RDS](#), [Amazon OpenSearch Service Serverless](#), [Amazon Neptune](#), and [Amazon DocumentDB](#) to support generative AI applications.

⁵ ["Gartner Says Cloud Will Be the Centerpiece of New Digital Experiences,"](#) Gartner, November 10, 2021

CHAPTER 5: COST OPTIMIZATION

Enabling sustainable, high-performance innovation with strategic cost optimization

The growth of generative AI is expected to drive data center infrastructure and operating costs to over \$76 billion by 2028.⁶

As you work to make data-driven innovation and insights a core part of your organization's future, it's critical to prioritize cost optimization.

Technologies like generative AI are revolutionizing businesses across industries. But at the same time, the costs of managing data infrastructure are soaring as data volumes and use cases grow. Storing, processing, and analyzing large amounts of data require significant resources—including hardware, software, and personnel.

Cut costs on unnecessary heavy lifting and keep pace with innovation by migrating your data to AWS, where you can access the latest cloud technologies—without managing infrastructure.

Priority industries

- All industries

Leadership areas

- Business strategy and operations
- Finance
- IT operations
- IT product development
- Procurement

Needs met

- **Optimize costs at scale:** Choose the end-to-end data foundation that offers the most comprehensive capabilities at the greatest price performance for your use cases
- **Spend less time on data management:** Use built-in intelligence and automation
- **Find cost-saving opportunities:** Use AI and data to gain insight into your operations and identify areas for improvement

Bottom line

Reduce the costs of putting your data to work by using best price performance services and leveraging data-driven insights to find cost optimization opportunities across your business.



⁶ ["Generative AI Breaks The Data Center: Data Center Infrastructure And Operating Costs Projected To Increase To Over \\$76 Billion By 2028,"](#) Forbes, May 12, 2023



Optimize infrastructure costs.

Improve your business processes and reduce operational costs by moving from self-managed or on-premises data infrastructure to a fully managed, cloud-based, end-to-end data foundation. AWS provides the most comprehensive set of data capabilities to give you optimal price performance for any data workload or use case. This includes Amazon Aurora, which provides the performance and availability of commercial-grade databases at one-tenth the cost; [Amazon Redshift](#), a fast, petabyte-scale data warehouse delivering up to six times better price performance than other cloud data warehouses; and [Amazon S3 Intelligent-Tiering storage class](#), which has saved customers \$2 billion in storage costs since its launch in 2018.

Reduce or eliminate data integration costs.

The data-driven insights that bring the most value come from getting a full picture of your business and customers. But connecting the dots between your different data sources across multiple departments, services, on-premises tools, and third-party applications typically requires complex ETL pipelines, which can take hours, if not days. AWS is investing in a [zero-ETL future](#) to help organizations accelerate decision making. With direct integrations between AWS services, we are reducing and eliminating ETL for common use cases so teams can move faster.

Uncover cost-saving opportunities with analytics and ML.

Data analytics, business intelligence, and ML can offer valuable insights into your operations by identifying areas for cost reduction and improved efficiency. You can reduce the cost of software by development, for example, by generating code suggestions in real time with [Amazon CodeWhisperer](#).

Innovate efficiently.

Put your data to work to enable generative AI applications that increase productivity and reduce overhead. With fully managed [Amazon Bedrock](#), you can evaluate FMs for your generative AI use cases and customize FMs with your own data. You can also accelerate and augment your generative AI applications with a choice of FMs from leading AI companies like Anthropic, Cohere, Stability AI, and Amazon.

Samsung migrated its legacy on-premises database—including 1.1 billion Samsung account users—to Amazon Aurora. Samsung’s move to a fully managed cloud database resulted in a 44 percent reduction in monthly costs. With this drastic drop in database costs, Samsung has created additional funds to invest in innovative, customer-facing projects while positioning itself for expected growth.

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“Accenture is using Amazon CodeWhisperer to accelerate coding as part of our software engineering best practices initiative in our Velocity platform. The Velocity team was looking for ways to improve developer productivity. After searching for multiple options, we came across Amazon CodeWhisperer, which reduced our development efforts by up to 30%, and we are now focusing more on improving security, quality, and performance.”

Balakrishnan Viswanathan
Tech Architecture Sr. Manager, Accenture



Reducing and preventing fraud with data-driven insights

No organization is immune to growing fraud threats. With the increase in digital transactions, the potential for online fraud has grown, making it crucial to efficiently prevent, detect, and remediate fraudulent activity. Identifying suspicious activities early minimizes the risk of financial loss and maintains the integrity and trustworthiness of online systems.

Traditional, rule-based fraud detection methods are no longer sufficient to guard against the ever-evolving, sophisticated attacks.

Taking control of your data is essential to an effective fraud prevention strategy. By using data-driven fraud prevention tools from AWS, you can mitigate fraud losses and protect your brand's reputation.

Priority industries

- Financial services
- Media and entertainment
- Travel
- Gaming

Leadership areas

- Information security
- Data strategy
- Business strategy
- Finance
- Customer experience

Needs met

- **Reduce fraud losses:** Spot and stop potentially fraudulent activity in real time using AWS services powered by ML
- **Safeguard your brand reputation:** Avert potential brand damage by using AWS data insights to adapt your fraud prevention strategy to evolve with the latest fraud trends
- **Keep customers happy:** Create secure and convenient online experiences with seamless fraud risk integrations

Bottom line

Use tools powered by advanced analytics and ML to effectively predict, detect, and prevent fraud.



Dubai-based Careem, acquired by Uber for \$3.1 billion in 2019, faced escalating fraud challenges with its 50 million customer accounts. To proactively combat fraud and protect revenue, Careem turned to AWS. Using Amazon Neptune, Careem implemented a real-time graph database to detect and block potentially fraudulent patterns across user and account activity. This approach has successfully blocked tens of thousands of fraudulent accounts, with a remarkable 90 percent accuracy rate. Careem is now working on an updated version to improve the accuracy further by using the ML capability in [Amazon Neptune ML](#).

[Read the full customer story >](#)

Detect fraud patterns.

Model relationships between people, places, and transactions with [Amazon Neptune](#), a serverless graph database, to discover relationships that might not be obvious. The new Amazon Neptune Analytics makes it easier and faster for data scientists and application developers to quickly analyze large amounts of graph data and find insights in graph data up to 80 times faster by analyzing their existing Neptune graph database. Use ML to identify fraudulent activities with fully managed services like [Amazon Fraud Detector](#).

Identify and prevent suspicious online activities.

Apply ML models to proactively detect potentially fraudulent activity. Identify and prioritize possible threats with [Amazon GuardDuty](#) and flag suspicious transactions with Amazon Fraud Detector.



CHAPTER 7: DATA MONETIZATION

Unlocking new revenue streams with data monetization

According to a 2023 Global Technology Leadership Study by Deloitte, 36 percent of executives reported “generating revenue from selling data, technology, or tech-enabled services,” highlighting the growing importance of data monetization.⁷

Data monetization is becoming an essential component of business strategy across various sectors, driving not only revenue growth but also operational efficiency and innovation.

You can do this directly by selling or trading the data itself as a product. Or you can monetize your data indirectly, using it to enhance business processes, inform strategic decision making, or create innovative products and services that grow revenue and improve your business.

Using data-driven services informed by AI and ML, you can quickly predict and adapt to changing customer needs—and make informed decisions to effectively monetize your data. A transportation and logistics organization, for example, might package and sell its location and business data to organizations seeking to enrich its customer and business information. Alternatively, an ecommerce retailer might monetize its data indirectly, using data-driven product recommendations to increase sales.

Priority industries

- Media and entertainment
- Advertising and marketing tech

Leadership areas

- Data strategy and analytics
- Business strategy and operations
- Data products

Needs met

- **Adapt to emerging trends:** Identify profitable opportunities for monetizing your data using data-driven services and AI/ML
- **Increase revenue and long-term business value:** Foster deeper connections with your audiences using data insights to create hyper-personalized products and services
- **Develop personalized products and offers with partners:** Analyze data with business partners and apply ML models—without sharing underlying data—in [AWS Clean Rooms ML](#), a first-of-its-kind capability

Bottom line

Discover new revenue streams, optimize your offerings, and delight your customers using analytics and BI to uncover the financial value of your data.



ADP, a major player in managing workforce solutions, actively taps into the potential of its data. Processing 2.5 PB of data and 25 billion data points monthly, ADP uses AWS's extensive analytics and ML capabilities to harness, manage, and use its data. With Amazon Redshift and Amazon Neptune to process its data, ADP is not just driving innovation—it's delivering impactful insights to its extensive client base.

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Drive audience engagement.

To find the most profitable monetization opportunities, you need to understand your customers better. Research from MIT Sloan “found that on average 82% of data monetization returns come from improving work operations and customer experience versus 18% from selling information.”⁸ By unifying customer data, behavioral insights, and contextual information with AWS tools and services, you can map your customers’ journeys to minimize churn and identify similar customers to expand your audience. Manage offers and promotions across various monetization models using AI-powered audience segmentation and metadata generation tools. And collaborate with advertising and marketing partners using [AWS Clean Rooms](#) to deliver better, more relevant customer experiences.

Use analytics and AI/ML to uncover new advertising opportunities.

Gather, manage, and use your customer data to deliver contextual and personalized advertising. Using AWS data science and AI/ML services, you can increase revenue through data-driven campaign planning, optimized ad placements, and cross-channel delivery. Maximize your return on advertising spend using tools like [AWS Elemental MediaTailor](#), which reduces the impact of ad-blocking software by seamlessly inserting advertising content into primary content streams.

Adopt a “data as a product” mindset.

Package, price, and sell your data. Provide tangible value to your target audience or customers—using the data at your disposal to create tools, insights, or functionalities with AWS analytics and ML capabilities.

⁸ [“Data is Everybody’s Business: The Fundamentals of Data Monetization,”](#) MIT Sloan, 2023

Unlocking custom generative AI with an end-to-end data strategy

When you're customizing FMs to power your own generative AI apps, your data is your differentiator.

Successful generative AI initiatives begin with a strong data strategy that includes high-quality, relevant, readily accessible data. Good data is the difference between a generic generative AI application and one that truly covers every aspect of your business—that drives not only revenue growth but also operational efficiency and innovation—and creates real value for you and your customers.

With an end-to-end data strategy in place, you can create generative AI applications that maximize the value of your data across your organization—to better know your business, understand your customers, and make data-driven decisions.

Priority industries

- Ecommerce and retail
- Finserv
- Healthcare
- Technology

Leadership areas

- Data strategy and analytics
- Business strategy and operations
- IT operations
- Product development
- AI and digital transformation
- Customer experience and success

Needs met

- **Enhance content customization:** Streamline generative AI content ideation and production using your data and AWS generative AI services to achieve personalization at scale
- **Elevate customer experiences:** Create intelligent automation such as chatbots, virtual assistants, and content moderation tools to revolutionize customer interactions
- **Amplify productivity:** Boost employee and developer productivity with generative AI applications, such as conversational search, content creation, text summarization, and automated coding
- **Optimize business operations:** Use data-driven insights and generative AI to enhance model training and identify patterns for operational improvements

Bottom line

Harness the full power of generative AI's transformational capabilities with a modern data strategy.

Generate marketing and sales content.

Streamline and scale content creation—and reduce time and effort—while ensuring consistency in brand voice and format with generative AI. Jumpstart your generative AI journey using Amazon Bedrock to access top-performing FMs. Experiment with different FMs for your use case, and upgrade to the latest model versions with minimal code changes.

Enhance customer operations.

Use chatbots, virtual assistants, intelligent contact centers, personalization, and content moderation to improve customer experiences. Generative AI-powered chatbots can provide immediate and personalized responses to complex customer inquiries, regardless of language or location. Improve the quality and effectiveness of automated interactions by fine tuning FMs and retrieval-augmented generation to allow generative AI applications to access contextual business data.

Speed up employee and developer productivity.

Use generative AI to automate routine tasks—and empower your developers to focus on more creative aspects of coding. Generative AI services like Amazon CodeWhisperer help improve productivity by generating real-time code suggestions.

Improve business operations.

Streamline document tasks, automate categorization, and improve workflow efficiency with generative AI on AWS. Use data-driven solutions that incorporate ML to identify patterns in data for smarter operations. With unified data on AWS, you can enrich your datasets for better model training.

[Amazon Q](#) is a new type of generative AI-powered assistant that's tailored to your business. It supports virtually every area of your business by connecting to your data for context of your role, internal processes, and governance policies. Ask Amazon Q questions in natural language to get actionable information that can help you manage your data and eliminate heavy lifting from common or repetitive data-related tasks, regardless of your job function.



Automation Anywhere brings generative AI innovations to market—building enterprise solutions for customer experiences, document processing, and contact center intelligence. To enhance generative AI deployments, Automation Anywhere gives customers greater choice, flexibility, and reliability through its partnership with AWS. It provides access to pre-trained FMs with [Amazon Bedrock](#), delivers open-source and pre-trained models with [Amazon SageMaker JumpStart](#), and offers a variety of pre-built models for different applications. Users can quickly kickstart their projects without starting from scratch.

[Read the full customer story ›](#)



CONCLUSION

Data sets the foundation for business transformation

Organizations are sitting on a treasure trove of data but struggle to extract value from it.

“In a survey of B2B companies, only 25 percent of respondents said they use data weekly to understand customer needs, while 9 percent admitted they never use data at all. An overwhelming 86 percent of respondents believed they could do much better with data.”⁹

With an end-to-end data foundation—one that’s comprehensive, integrated, and governed—you can fuel innovation, elevate customer experiences, and optimize business performance.

Build yours on AWS, and propel your business into the future.

Take the next step: [Learn more about AWS for Data](#)

Additional resources

- [Data-driven decision making](#)
- [Customer 360](#)
- [Application modernization](#)
- [Supply chain transformation](#)